

The background of the slide is a white canvas decorated with a variety of fresh fruits and cinnamon sticks. In the top left, there's a large red apple and a cinnamon stick. Below it is a blueberry. To the right of the apple is a halved strawberry. Further right are a plum, a cherry, and another apple. In the top right corner, there's a banana, a strawberry, and a blueberry. A large green pear is positioned to the right of the central text, with a cinnamon stick behind it. Below the pear is a red apple. In the bottom left, a slice of pineapple and an orange are visible. At the bottom center, there's a strawberry, a banana, and a fig. To the right of the fig is a blueberry. In the bottom right corner, there's a cherry, a cinnamon stick, a blueberry, and a halved fig.

That's it.®

BRAND INTRODUCTION

FOUNDER'S STORY



That's it[®]

That's it. Founder and CEO Dr. Lior Lewensztain was in medical school when he realized that the most efficient way to help people live healthier lives was not going to be through traditional medicine, but through a nutrition company that could deliver it to the masses.

Since then, Lewensztain's vision has evolved from creating the brand's first three flavors of fruit bars into a diverse platform of snacks that spans multiple categories.

ABOUT THAT'S IT.



Eating healthy should never be complicated. That's it. has innovated the natural foods category with it's portfolio of delicious, convenient, plant-based super snacks, all made from only the purest ingredients and completely free from the Top 12 Allergens.

BRAND PILLARS



Less is More

All That's it. products are made of five ingredients or less. We don't use fruit purees or concentrates like the other guys. We want to keep the nutrition in, and the sugar out.



Allergen Friendly

All That's it. products are completely free from the Top 12 Allergens and made in an allergen-free facility.



24-Month Shelf Life

A whole foods, fruit alternative that is shelf stable for two years and does not require refrigeration. The zero cost of waste continues to be a big success with food services.



Tastes Great

That it's. doesn't sacrifice taste in the quest for true nutrition. The celebrated taste and texture of That's it. products prove that healthy doesn't have to mean bland.



Plant-based

That's it. products offer a convenient, portable way for consumers to get healthy, plant-based snacks that they crave.

CONSUMER INSIGHTS



One in four Americans will not buy products that contain food allergens.

These consumers spend \$19 billion annually on allergy-free products. Consumers with food allergies have been growing 4% for the last 20 years.



Plant-based

Plant-based food sales in the U.S. in 2019 was \$5 billion, with year-over-year growth of 11.4%. This is climbing five times faster than overall U.S. retail food sales.



24-Month Shelf Life

Shelf stable foods have become some of the most sought-after products across supermarket retailers Food retailers expect an ongoing elevated demand for shelf-stable food Zero cost of waste continues to be a big success with food services.



Taste

First and foremost, taste is king with any food item Your product has to taste good. You can only convince people so much with elements like function, value, or nutrition. Ultimately people want to eat things that taste good.



Simplicity – Five ingredients or less

Research shows that consumers want fewer ingredients in products, with 52% of responders saying that they perceive products with fewer ingredients to be of better quality.

No. 1 **Fruit Bar** in America

52-WEEK	WELLNESS BAR	That's it.
MULO	(7.7%)	(0.5%)
FOOD	(6.8%)	(3.3%)
CONVENIENCE	(17.6%)	0.8%
NATURAL HEALTH	(14.3%)	(2.1%)



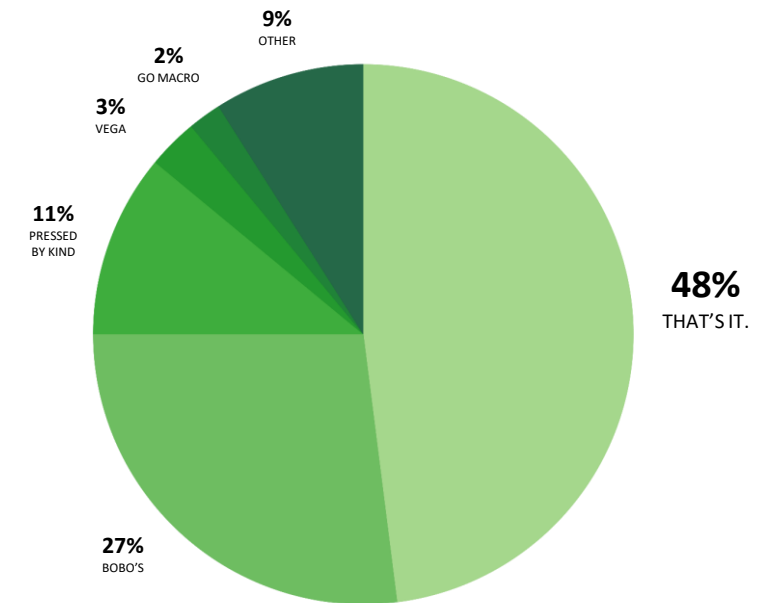
That's it. is outpacing the Wellness Bar Category in all trade channels.

SPINS scan data (proprietary); TOTAL US – HWISS Wellness Bars 1.15.21

No. 1 **Allergy Bar** in America

\$
DOLLAR
SHARE

ALLERGEN FREE
BAR CATEGORY



SPINS scan Natural and Specialty Gourmet Channels (proprietary), SPINS scan Conventional Multi Outlet (powered by IRI); TOTAL US – Dollar Sales, Bar Category – Major 8 Allergen Free, 13 Quads End 2020-Dec-06

FRUIT BARS



That’s it. Fruit Bars are made from 2 ingredients: Fruit + Fruit.

These bars’ unprecedented taste, texture and purity of ingredients have made them the #1 Selling Fruit bar in America.






					
NO. OF INGREDIENTS	2	6	7	18	24
NO. OF CALORIES	100	200	210	160	250
NO ADDED SUGAR	✓	✓	✗	✗	✗
NO SUGAR ALCOHOLS	✓	✓	✓	✓	✓
NO FAT	✓	✗	✗	✗	✗
ALLERGEN FREE FACILITY	✓	✗	✗	✗	✗
DAIRY FREE / VEGAN	✓	✓	✓	✓	✓
NON-GMO	✓	✓	✗	✓	✓
GLUTEN FREE	✓	✓	✓	✓	✗
SOY FREE	✓	✓	✓	✗	✗
KOSHER	✓	✓	✓	✓	✗
PALEO CERTIFIED	✓	✗	✓	✗	✗

PROBIOTIC BARS

A Groundbreaking Fruit bar that contains only Fruit and Probiotics (2 billion of them!).

While containing only 70 – 120 calories per bar, this one-of-a-kind snack provides a solid source of fiber and fruit, while helping to restore natural digestion and boost the immune system.



					
NO. OF INGREDIENTS	2	14	15	14	19
NO REFRIGERATION	✓	✓	✓	✓	✗
NO OF ACTIVE CULTURES	2 BILLION	1 BILLION	1 BILLION	NOT LISTED	1 BILLION
CONTAINS PREBIOTICS	✓	✓	✗	✗	✗
NO. OF CALORIES	70 - 120	180	220	200	310
NO ADDED SUGAR	✓	✗	✗	✗	✓
NO SUGAR ALCOHOLS	✓	✗	✓	✓	✗
NO FAT	✓	✗	✗	✗	✗
ALLERGEN FREE FACILITY	✓	✗	✗	✗	✗
DAIRY FREE / VEGAN	✓	✓	✓	✓	✓
NON-GMO	✓	✓	✓	✓	✓
GLUTEN FREE	✓	✓	✓	✓	✓
SOY FREE	✓	✓	✗	✓	✓
KOSHER	✓	✓	✗	✓	✗
PALEO CERTIFIED	✓	✗	✗	✗	✗

TRUFFLES



Chocolate has never been sweeter than with That's it. Truffles.

Containing 100% organic dark chocolate, and no soy or dairy, these vegan truffles are the cleanest chocolate that you can find. Each truffle contains minimal ingredients and 36 calories or less.



NO. OF INGREDIENTS	4	10	8	14	14	15	28
NON - GMO	✓	✓	✓	✓	✓	X	X
GLUTEN FREE	✓	✓	✓	✓	X	X	X
DAIRY FREE	✓	✓	✓	✓	✓	X	X
SOY FREE	✓	X	✓	X	X	X	X
VEGAN	✓	✓	✓	✓	X	X	X
KOSHER	✓	X	✓	X	✓	✓	✓
PALEO FRIENDLY	✓	X	✓	X	X	X	X
GOOD SOURCE OF FIBER	✓	X	✓	X	X	X	X
CACAO %	64%	NOT LISTED	54%	NOT LISTED	NOT LISTED	NOT LISTED	NOT LISTED
FAIR TRADE CERTIFIED INGREDIENTS	✓	X	✓	X	✓	X	X

CRUNCHABLES



A new kind of Fruit snack that is convenient, nutritious, seriously Crunchable – and made from actual fruit.

Organic Apple Crunchables: These Crunchables are made from one ingredient: organic apples, crisped to perfection.

Apples + Pumpkin Seeds Crunchables: Bits of delectably crunchy dried apples, paired with lightly salted pumpkin seeds.

							
NO. OF INGREDIENTS	1	20+	13+	18+	8+	14+	10+
NO. OF CALORIES	35	45	70	80	70	70	60
NO ADDED COLORS OR FLAVORS	✓	X	X	X	X	X	X
NO CONCENTRATES, PUREES & JUICES	✓	X	X	X	X	X	X
100% REAL FRUIT	✓	X	X	X	X	X	X
NO ADDED SUGAR	✓	X	X	X	X	X	X
ORGANIC	✓	X	✓	X	✓	✓	✓
NON-GMO	✓	X	✓	✓	✓	X	✓
KOSHER	✓	X	X	X	✓	X	X

PRICING & PROMOTIONAL SUPPORT



PROMOTIONAL SUPPORT



PRICING



PRODUCTS Top 4 RANKED



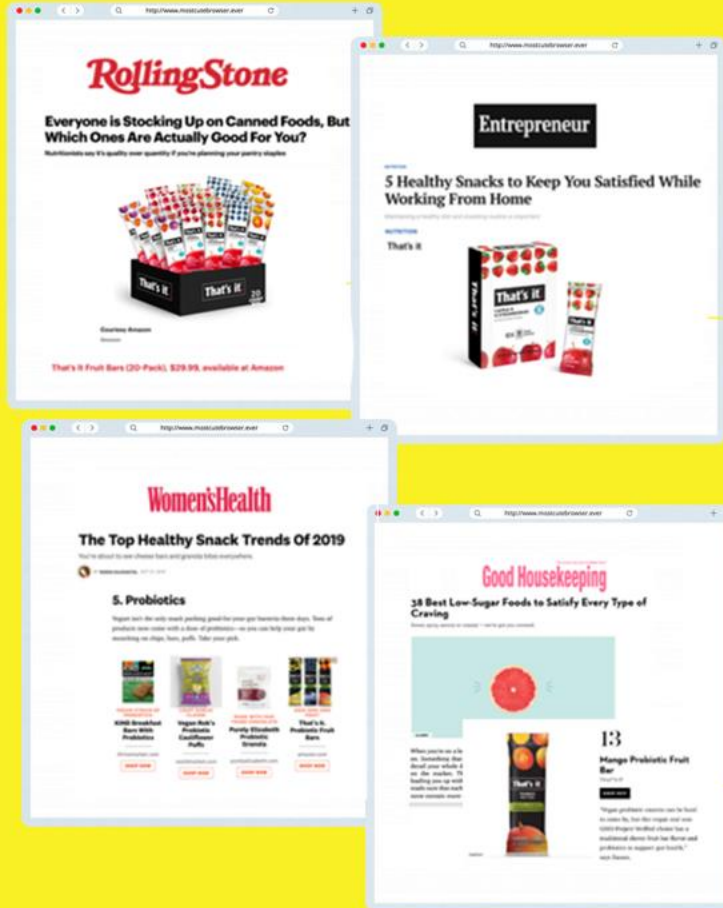
PLACEMENT

1. Nutritional Bar Set
2. Dried Fruits and Nuts
2. Produce Displays

LAUNCH SUPPORT



PUBLIC RELATIONS



PAID MEDIA



INFLUENCERS & PARTNERSHIPS

(US EXAMPLES)



STAUFFER FAMILY
Viral Mom
+ Kids
3.6M Followers



LESLIE DURSO
Vegan Chef
+ Allergen Specialist
30K Followers



ALEX FINE
Celebrity Trainer
+ Nutrition Expert
350K Followers



JOE THURMAN
Celebrity Trainer
+ Nutrition Expert
107K Followers



IAN K. SMITH
Host of
the Doctors
110K Followers



CHRISTINA DIAZ
Tik Tok
Influencer
36K Followers

LAURA MICETICH
Health Coach
+ Athlete
390K Followers

A collage of various fruits and cinnamon sticks scattered around the central text. The items include a red apple, a cinnamon stick, a blueberry, a peach, a strawberry, a plum, a cherry, a red apple, a banana, a strawberry, a blueberry, a cinnamon stick, a green pear, a cinnamon stick, a red apple, a pineapple, an orange, a strawberry, a banana, a fig, a blueberry, a cherry, a cinnamon stick, a blueberry, a fig, and a slice of watermelon.

That's it.®

APPENDIX

FOOD ALLERGIES

With over 85 million Americans (1 in every 4 households)
impacted by food allergies.

That's it. is committed to providing products that everyone can feel safe about consuming.
All That's it. snacks are free from the Top 12 Allergens, and are manufactured in a dedicated facility, free from all nuts except coconut.



1 in 13 CHILDREN
HAVE FOOD ALLERGIES



WHAT OUR FANS SAY:



allergymission
Armonk, NY



Peanuts, Tree nuts, Milk, Egg,
Shellfish, Seeds(1)

I am an adult with food allergies. I am a parent of a food allergic elementary school child.

That's it bars are so fruity and delicious! We love that there are so many different flavors to choose from and I love sharing them with friends. It's so easy to eat on the go without having to rush and eat so many fruits. It is so good and we also love the miniature size.

*Nut-Free, Delicious, Clear Labeling,
Dedicated Facility, Gluten-Free, Vegan*



xkita
San Francisco, CA
Peanuts, Tree nuts(1)



I am an adult with food allergies.

Seriously so delicious. I got my shipment and within a week 90% of it was gone. Highly recommend and I'm pretty sure you can find the bars in Starbucks. Would deffo buy if I saw in Target / Safeway!

*Nut-Free, Delicious, Clear Labeling,
Dedicated Facility*



rquock
San Francisco, CA
Tree nuts(9)



I am an adult with food allergies.

These remind me of the fruit leathers I used to have in my lunch as a kid! Super natural, literally just apples and mangoes and they're delicious!!

*Nut-Free, Delicious, Clear Labeling,
Dedicated Facility, Gluten-Free, Vegan*

FACTS YOU MAY KNOW...



PUREES

Purees are created by using ultra-high heat to process fruits and vegetables into a liquid that is then finely-strained to remove pulp, stems, and peels. We know that high levels of heat kill many of the vitamins and enzymes that give fruit their nutritional value, and that most fruit’s fiber is found in the pulps, which begs the question: How can this be “100% fruit”?



CONCENTRATES & JUICES

Both concentrates and juices start as fruit, but that’s where the good news ends. Getting to either end product requires going through the process of using ultra-high levels of heat to create pasteurization, dilution, or reverse osmosis. Sugars are added multiple times throughout the process to ensure that the final product tastes “good”, and what was once a fresh fruit has now become a nutritionally-void, sugar-filled liquid.



ADDED SUGAR

And yet, the processes that led to the destruction of the fresh fruit and all its nutritional benefits are masked on your nutritional label simply as “fruit puree”. Alarminglly, sugars that have been added through the process of creating the purees and juices are not even required to be disclosed under the “Added Sugars” line on the Nutrition Facts label.



SNACKS WITHOUT SECRETS

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SO, WHAT ARE CONSUMERS REALLY PAYING FOR?



US vs. THEM	That's it [®] MANGO FRUIT BAR	MANGO PUREE / CONCENTRATE BARS & LEATHERS
SUGAR ADDED	X	✓
OTHER INGREDIENTS	X	✓
PROCESSED	X	✓
HIGH HEAT APPLIED	X	✓
FRUIT VITAMINS & ENZYMES KILLED	X	✓
INGREDIENT COST	18X HIGHER COST PER POUND	LESS \$1 PER POUND
FRUIT GRADE	1 ST GRADE	2 ND GRADE
ACTUAL FRUIT CONTENTS PER 35g BAR	1 WHOLE APPLE + 1 WHOLE MANGO	UNKNOWN, NEVER SHARED
FINISHED GOODS = 100% REAL FRUIT ONLY	✓	X